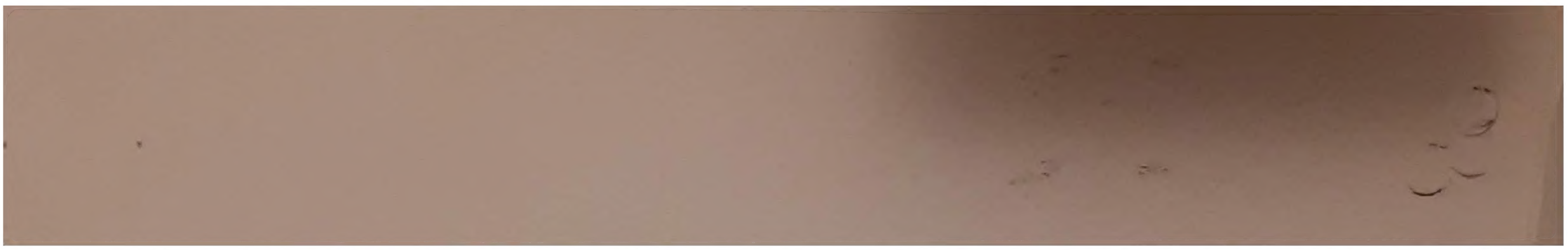with dramatic changes in dolls. Think Barbie. A small eleven inch doll, easy to carry by young children, and came with accessories and a change of clothes. Businesses are in business to make money and not social policy, and Mattel capitalized on the various movements by enlarging Barbie with Barbie's friends, family, and then into careers. Barbie had friends of color and then these friends developed as they should be with correct anatomical features. These changes enhanced the self-esteem of some black children and allowed white children to identify and have dolls of color as friends. Dolls proved to me how important they were, are, and will be for all children. This research topic was an extreme positive for me. It allowed me to research my passion.